

Program Evaluation

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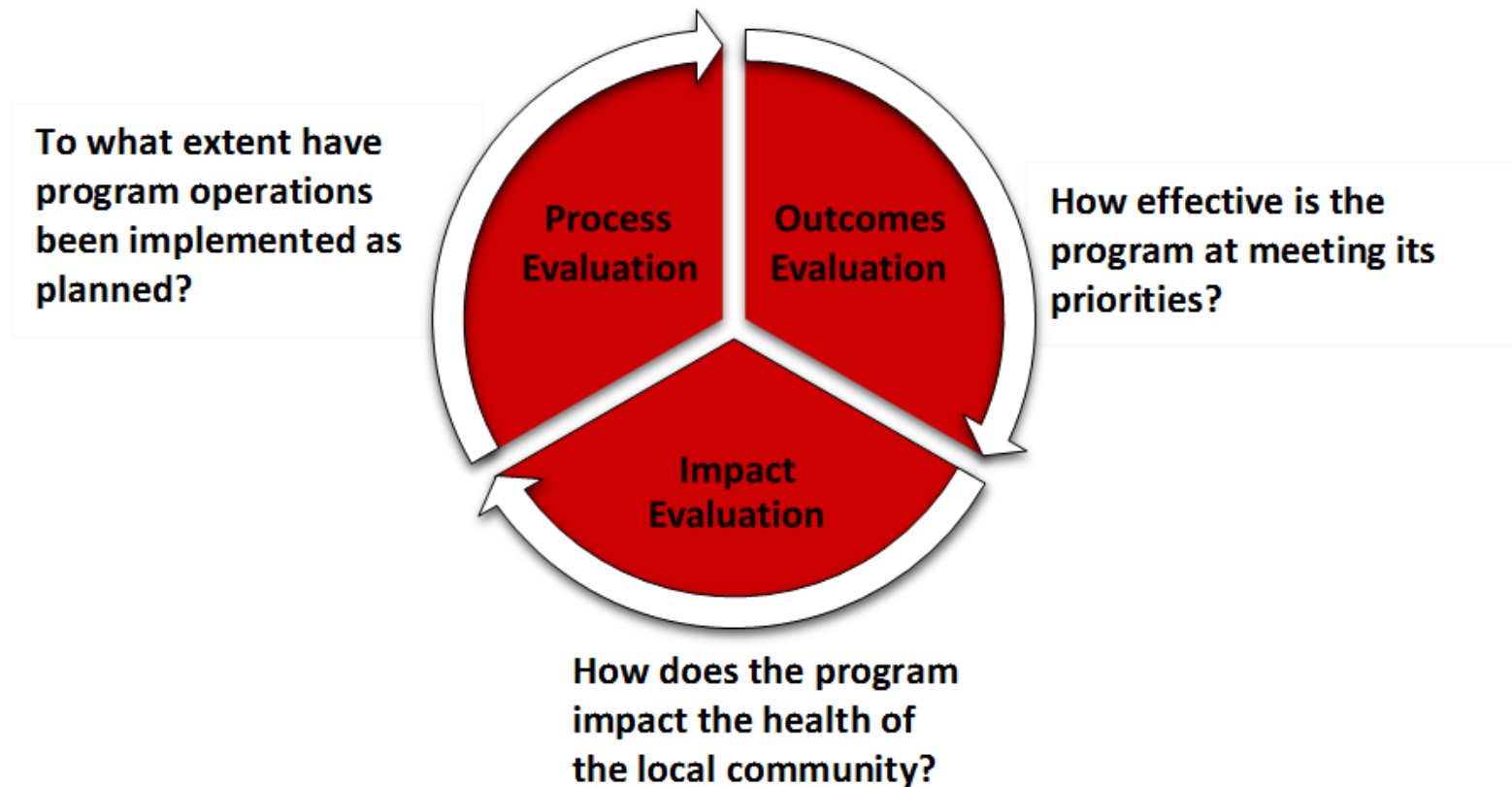
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How do you know you were successful?

- Process for obtaining feedback
- Determines the value of the work
- Informs decision-making

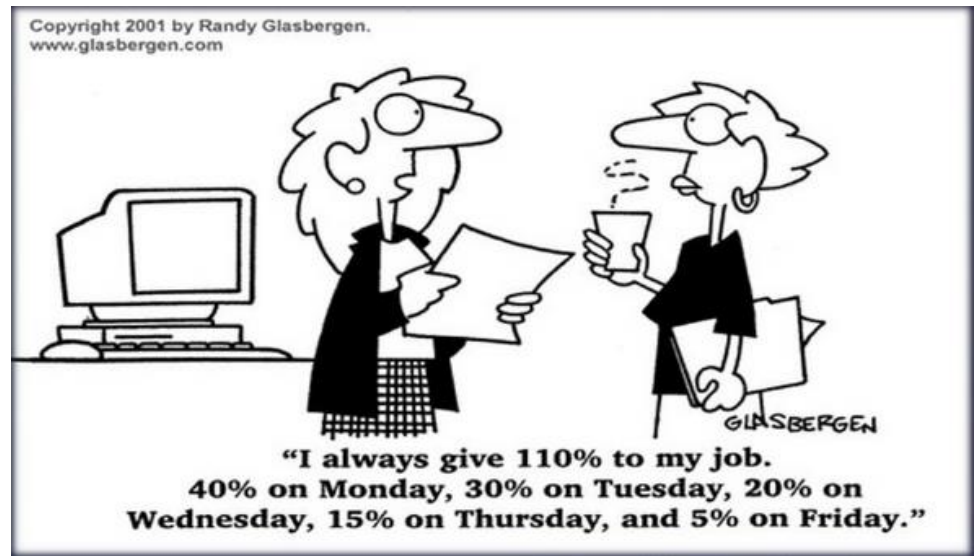


Types of Evaluation



Process Evaluation

- What are the program priorities and how are they implemented?
- What are the barriers to program delivery?
- What are the intended outcomes of this program?



Outcomes Evaluation

- **Evaluation planning should occur simultaneously to program planning**
- Consider:
 - ❓ The goals of the program
 - ❓ What the funding source (and other stakeholders) wants to know
 - ❓ Available information (data and measurement tools)
 - ❓ Resources available
- Use the program's SMART goals and objectives and logic model



Evaluation Plan



- What will be evaluated
- The purpose of evaluation
- Key evaluation questions
- What amount of data (or time) is required to evaluate effectiveness
- How and by whom data will be collected, analyzed, synthesized, and reported

Gather Credible Evidence

Identify established ways to measure the outcome(s) of your service or program

- Your outcomes are only as good as how you measure them.
- Are you measuring what you say you are measuring?
- When possible, your measures should allow you to tell the best story.

**Compare each measure you have
against their intent
and their desired measures.**



Data Sources



Information from individuals:

1. Deliberative opinion polls
2. Diaries
3. Goal attainment scales
4. Interviews with individuals:
 - Convergent
 - In-depth
 - Key informant
5. Hierarchical card sorting
6. Keypad technology
7. Questionnaires (or surveys):
 - Email
 - Face-to-face
 - Internet
 - Mail
 - Mobile phone (see Mobile Data Collection)
 - Telephone
8. Mobile data collection
9. Photolanguage
10. Photovoice
11. Polling Booth
12. Postcards
13. Projective techniques
14. Seasonal calendars
15. Sketch mapping
16. Stories

Physical:

37. Biophysical
38. Geographical

Information from groups:

17. After action review
18. Brainstorming
19. Card visualization
20. Concept mapping
21. Delphi study
22. Dotmocracy
23. Fishbowl technique
24. Interviews with groups
 - Focus groups discussion
25. Future search conference
26. Mural
27. ORID (Objective, Reflective, Interpretive, Decisional)
28. Q-methodology
29. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
30. World cafe
31. Writeshop

Observation:

32. Field trips
33. Non-participant observation
34. Participant observation
35. Photography/video recording
36. Transect

Existing documents and data:

39. Big data
40. Logs and diaries
41. Official statistics
42. Previous evaluations and research
43. Project records
44. Reputational monitoring dashboard

<http://www.betterevaluation.org/sites/default/files/Rainbow%20Framework.pdf>

Qualitative Methods

- Scratch below the surface
- Understand motivations, feelings, reactions of stakeholders (i.e., the WHY)
- Uses open-ended, follow-up, and probing questions



Data Collection Planning

- Time
 - Participant recruitment
 - Interviews: 30-60 minutes
 - Focus groups: 60-90 minutes
- Budget
 - Focus group refreshments
 - Participant compensation
 - Location/travel
 - Transcription



Data Analysis and Reporting

- Analysis strategies match the data type and the question
- Use the information to celebrate success, make adjustments, and communicate lessons learned
- Disseminate results to all stakeholders





Tips and Tricks

- Identify your stakeholders and their expectations
- Plan the evaluation when you plan the program
- Evaluate in terms of your objectives or goals
- Identify criteria, or indicators, which will provide reliable and valid measures for each program objective
- Connect with an academic partner



Evaluation Resources

- <http://ctb.ku.edu/en/table-of-contents>
- <https://www.cdc.gov/eval/index.htm>
- <https://www.wkkf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>
- [http://www.betterevaluation.org/en/plan/describe/collect retrieve data](http://www.betterevaluation.org/en/plan/describe/collect_retrieve_data)



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